



CALPEEK

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4th S.D. SPECIAL: JOHANNESSEN BEATS HANSEN IN PRIMARY; GOP SENATE LEADERSHIP FIGHT LOOMS.

CALPEEK insiders had this Aug. 31 special election pegged. Shasta Co. Sup. Maurice Johannessen(R) upset former GOP Assemblywoman Bev Hansen to become the heir apparent to Mike Thompson in the 4th S.D. in northern Calif. Johannessen got 41.8% of the vote to Hansen's 25.8%, and took Hansen in 7 out of the 8 counties that make up the 4th S.D. The Shasta Co. sup will face Demo attorney Montana Podva and P&F candidate Irv Sutley in the Nov. 2nd runoff. Podva got 19.7% of the vote to finish 3rd...

...In terms of a GOP State Senate leadership battle, it's going to happen. Freshman State Sen. Rob Hurtt, who backed Johannessen, says he'll wait until January before launching his bid to oust current GOP Leader Ken Maddy, who backed Hansen. Does Hurtt have the votes? That's a very tough question. Some say yes, while others disagree. Whatever the case, Hurtt was a *big winner* in this special and there's just no doubt that the **entire** GOP political "establishment" in Sacto were the *big losers*...

...With the 4th S.D. having a 39% GOP vs. 48% Demo registration, the runoff should be fairly easy for Johannessen because insiders (including Demos) do not consider Podva to be an especially strong candidate. The Demos might have a better shot in 1994 when the district boundaries shift...

...Back to the primary. Why did Hansen get mashed? A combination of Johannessen having a much better GOTV and VBM (vote by mail) program, and blunders by Hansen early in the campaign, especially her personal attacks against Johannessen. For example: Hansen's accusation that Johannessen had been married 5 times was totally false and Johannessen campaign consultant Wayne Johnson threw this back in Hansen's face in a series hits. Where Hansen got this

info is still not certain --- maybe Mars. Had Hansen stuck to Johannessen's voting record on the Redding City Council and on the Shasta Co. Board of Supes, the race might have been neck & neck...

...The big **winners** in this campaign were Johnson; consultant Steve Presson, who ran Hurtt's independent expenditure campaign for MJ; and Gun Owners of CA. The untold story of the campaign: the apparent rift between Hurtt and former GOP Assembly Leaders Pat Nolan and Ross Johnson. Stay tuned...

A LITTLE VACATION TIME FOR CALPEEK.

We'll be taking off Labor Day week from the Sept. 6 to Sept. 10, meaning there will be no newsletter the week of Sept. 13th. Our next CALPEEK will be dated Sept. 20th. This is the last of CALPEEK's summer vacation.

PROP. 174: LEVEL OF AWARENESS HIGH FOR THE VOUCHER MEASURE AT THIS STAGE OF CAMPAIGN.

In a campaign that was originally slated for the June 1994 ballot, Prop. 174 is one of those measures that really inflames passions --- on both side. If approved in the upcoming Nov. 2nd special election, parents of school-aged children would get *vouchers* worth about \$2,600 --- and parents would have the choice of sending their kids to either a public school or to a private school which redeemed the voucher as payment...

...In the latest survey by The Field Poll, Prop. 174 is running behind by 10 points, 46% NO to 36% YES, with 18% undecided. But more important, some 44% of the State's registered voters are **aware** of this plan, according to the poll. That's a fairly high percentage, given that this survey was taken between Aug. 12-18, when there was NO paid advertising on either side and free media coverage was fairly scant...

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...So what's been happening in this campaign? Both sides are engaged in what CALPEEK calls, "FAX WARS," which is nothing more than sending page after page of news clips, news releases and numerous memos from the campaigns, plus copies of letters from campaign officials on each side, accusing one another of running dirty campaigns -- all for the benefit of political reporters, not the voters. Is any of this stuff getting into print or making it on TV? Print has been just fair, with the exception of the L.A. Times, which seems to be asleep at the wheel. As for TV, it's useless at this stage of the campaign. You know the saying, "*If it doesn't bleed, it doesn't lead.*"...

...And both sides have sued one another over the ballot pamphlet language and a Sacto Co. judge forced both sides to make revisions. And there was the much publicized flip-flop from YES to NO by former Congressman Tom Campbell(R-Palo Alto), as well as that stupid story about the Bay Area witches supporting #174. Dog days of summer...

..Is Prop. 174 becoming a partisan issue? Neither side wants it to be, but the Calif. Republican Party is officially on record in **support** of 174, while the Calif. Demo Party went on record **against** this measure last year. The CA Republican Party is expected to once again ratify its support of 174 at its upcoming convention in Anaheim. There will be a 174 debate at the CRP convention at 9 a.m., Sept. 18...

...In terms of money, the NO side has spent about \$1.5 million, while the YES side has spent almost \$1.3 million. NO on 174 is now on radio with two ads that seem to be sending the YES side up the walls. To counter this, the YES side sent out its own spin of the two anti-174 radio spots --- via FAX, and attorneys for the YES side (Bell, McAndrews & Hiltachk) are trying to get the radio stations that carry the ads to pull them because the YES side says that disclaimer information at the end of the ads is incorrect. Picky, picky. It's just the beginning. Stay tuned...

TO CALPEEK SUBSCRIBERS: CHANGE OF ADDRESS.

If you're planning to move or have already done so, PLEASE send CALPEEK a change of address notice/letter WITH your current CALPEEK mailing label. The label contains a code which makes it easy to quickly process your change of address.

CALPEEK's ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

● **Angelides to Run for Treasurer** - In an effort to avoid a very expensive and potentially bloody Demo primary battle with Gray Davis for the office of Lt. Governor, former CDP Chair Phil Angelides of Sacto has decided to run for State Treasurer. So far he's the only Demo to announce for this office. Others may be looking, however. Angelides made the official switch Sept. 1st. Originally, Angelides had decided to run for Treasurer, but backed away. So he's come full circle...

● **CA GOPers Ready for CRP Confab** - About 1,500 delegates of the Calif. Republican Party(CRP) are getting ready to attend the party's fall convention at the Anaheim Hilton Hotel, Sept. 17-19. Speakers include Gov. Pete Wilson, AG Dan Lungren and former Educ. Sec. Bill Bennett. One of the **highlights** of the convention will be a Saturday (9/18) debate on the *pros and cons* of Prop. 174, the school voucher initiative. In terms of *controversy*, it's not known at this point what former CRP Finance Director Sam Bamieh has up his sleeve, but it would seem **unlikely** that after bashing CRP Chair Tirso del Junco all summer long, that he (Bamieh) would quit without doing anything at this convention. We'll see...

● **Roberti Recall Picks Up Steam** - The Coalition to Restore Government Integrity, the group seeking to recall State Sen. Pres. David Roberti(D-Van Nuys), has hired Sacto-based petition manager Mike Arno and his American Petition Consultants firm to help with the signature drive. Arno's services don't come cheap and sources say the *gun lobby* is helping to foot the bill. Roberti supporters say the recall is nothing more than a "get even" job to settle old scores with Roberti for his authorship of the law banning assault weapons. The recall advocates have until mid or late December to collect about 21,000 signatures. With Arno aboard, what seemed like a *long shot before*, now seems more *credible*...

● **Gov. "Pat" Brown Political War Stories** - About 100 friends of former CA Gov. Edmund G. Brown are putting together a booklet (under the auspices of the

Pat Brown Inst. at Cal State L.A.) of Pat Brown era happenings --- political war stories, favorite memories, historical side notes. The booklet has the tentative title of "The Pat Brown We Remember." If you've got a favorite Pat Brown story, how about jotting it down in no more than 300 words and sending it to Frank Cullen, Friends of Edmund G. Brown, 2040 Avenue of the Stars, Suite C208, Los Angeles, CA 90067. If you have any questions, call Frank at (310)788-0790...

PROP. 172: DESPITE BEING DOWN IN THE FIELD POLL, SOME SOURCES FEEL YES SIDE WILL WIN.

As a *public policy issue*, the idea of extending the State's 1/2 cent sales tax indefinitely was supported by a large majority of those surveyed by pollster Mervin Field earlier this year during the State's budget debate. Now the big question is whether Field's polling will translate into a win at the polls on Nov. 2nd for Prop. 172 - the extension of the 1/2 cent sales tax, with the tax dollars earmarked for **public safety**...

...In the most current Field Poll on #172, taken Aug. 12-18, the results are *confusing* to say the least. In one sample of voters, where the 1/2 cent sales tax was NOT mentioned in the survey questions, 42% were opposed and 34% were in favor, with 24% undecided. Why no mention of the sales tax? Because it isn't mentioned in the short description of the measure which will appear on the ballot...

...Now here's the twist. In a second sample of voters on this same measure, where the 1/2 cent sales tax WAS mentioned, the NO side still wins with 44%, but the YES side *jumps dramatically* to 42%, with 14% undecided. With the margin of error, this sampling shows the battle almost dead even, which certainly must be encouraging for the YES side, which is officially known as Californians for Strong Law Enforcement. The YES side's own polling, taken last June, showed YES with 72% and NO with 26%. Why the huge difference? The wording of the survey questions - especially where Field uses the term "public safety" and the other survey used words such as "police, DAs, sheriffs and firefighters." There is a difference...

...So one of the big questions that will be asked when this contest is over is whether there was a monster screw up in drafting the language that appeared on the

Nov. 2nd ballot? Don't blame CA Atty. Gen. Dan Lungren(R), because the State Legislature, in all its wisdom, wrote the language for the ballot title and summary on #172. Lawmakers were probably petrified that any mention of the word **tax** would doom #172 to instant defeat. It doesn't look that way now...

...And there is some other encouraging news for the YES side. The NO side is **totally disorganized**, according to one of the 172 opponents. Tax groups opposed to 172 are furious at GOP Assemblymembers Gil Ferguson and Richard Mountjoy and former Assemblyman Tom McClintock(R) for trying to hog the spotlight. These are the guys who wrote the arguments against 172. The feeling is mutual, according to other sources. Added to these woes, money is in short supply for the NO side and law enforcement officials have been getting tons of publicity - especially when they give their doomsday predictions of what will happen to public safety if Prop. 172 fails...

...FYI: There will be a resolution presented at the upcoming CA Republican Party convention Sept. 17-19 on Prop. 172. Remember: lots of DAs, police chiefs and sheriffs are Republicans and they won't be happy campers if the CRP delegates vote to oppose Prop. 172. CALPEEK sources expect a major battle over 172 at the GOP convention. Stay tuned...

27th A.D. SPECIAL: PATTON TO FACE McPHERSON.

Not an unexpected result in the Aug. 31 special election to replace Demo Sam Farr in the State Assembly, as Santa Cruz Co. Sup. Gary Patton(D) rolled to an easy win over his top two Demo challengers, former Santa Cruz Mayor John Laird and school board member Carolyn Plummer of Monterey Co. It was an even bigger win for former Santa Cruz Sentinel editor Bruce McPherson, as he crushed former Pacific Grove councilwoman Susan Whitman to win the GOP nomination. Overall voter turnout was 23.85%. In the Nov. 2nd runoff, it will be Patton(D), McPherson(R), Susan Espinoza(P&F) and Jerry McCready(AI)...

...On the GOP side, McPherson beat Whitman by just under 9,000 votes, with 31.4% of the total vote. Whitman got 14%. Overall, McPherson finished **first** in the primary, but it would be tough to call him the favorite

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in the runoff because GOP registration is only 31%, compared to a 51% Demo registration. McPherson outspent Whitman by a huge margin and thus his win wasn't so shocking. The question now is whether the GOP Assembly Leadership will go all out to try and take this seat away from the Demos. Bet your first born...

...On the Demo side, most sources agree that Laird's campaign was badly hurt when one of his original supporters, Plummer, decided to jump into this primary, thus undercutting almost all of Laird's support in Monterey Co., where both Laird and Patton had little name ID to begin with. And Patton got a huge jump on the Demo field by starting his campaign almost before Sam Farr even announced that he (Farr) was going to run for Leon Panetta's House seat. Patton got 12,171 votes to finish 2nd overall. He got 23.8%, Laird got 15.6% and Plummer (with little money) got 8.6%. And Plummer's main media message was very accurate. In ads she said that "political insiders don't think I can win." Insiders were correct. A nice win for the Patton team of media consultants Sid & Mark Galanty; Richard Slackman's Campaign Performance Group; and pollsters Fairbank, Maslin & Maullin. Stay tuned...

CALPEEK'S CAMPAIGN CONSULTANTS DIRECTORY.

Just a brief blurb about CALPEEK's Directory of Campaign Consultants. We've IDed just over 300 fulltime consultants who are either based in Calif. or who do lots of work here. About 63% have returned their consultants' questionnaires, but we're still missing about 100. So you consultants who haven't returned those questionnaires, let's get with the program. If you want to advertise in the directory, please call either Jill Barad (who is handling advertising coordination for the directory) at (818)906-0960; or call me at (310)659-0205 if you have general questions about the directory. Our **advertising deadline** is Sept. 30th. Stay tuned...

"WOMEN FOR" SET ACHIEVEMENT AWARDS LUNCH.

State Tres. Kathleen Brown(D) and four other women will be honored with the *Women of Achievement Award* at Women For's 13th annual awards lunch, 12 noon, Sept. 11, Beverly Hilton Hotel. Luncheon cost is \$60. For info (310)657-7411. The other four women to be honored include Phyllis Agran, Nancy Au, Susan Dempsey and June Sale...

FEINSTEIN U.S. SENATE REELECTION LOOKS GOOD.

Yes, much can happen in 14 months, but at this point in time U.S. Sen. Dianne Feinstein's chances of winning reelection in 1994 seem pretty good --- if you believe the latest Field Poll, with a sample size of 763 registered voters taken between Aug. 12-18...

...Lining up to run against CA's senior U.S. Senator are GOP U.S. Reps. Chris Cox, Michael Huffington and former Congressman Bill Dannemeyer. Also listed in the Field Poll is U.S. Rep. Bob Dornan of Orange Co., but CALPEEK sources doubt he'll be in this race. But if he is, he's the preference with 23%. Dannemeyer is in 2nd with 11%, Cox is 3rd with 7% and Huffington is in last place with 3%. However, a huge 56% of the GOP voters are undecided...

...In the 1-on-1 matches, Feinstein gets 55% against each of her Republican challengers, with Dornan at 30%, Dannemeyer at 29%, Cox at 26% and Huffington at 24%. Like we said, the election is still 14 months away and lots can happen. FYI: Huffington's going for this seat and sources he'll pump in anywhere between \$10-15 million of his own money. Stay tuned...

SOME INFO YOU NEED TO KNOW ABOUT CALPEEK.

Here is some helpful information about CALPEEK that you may need to know. DEADLINES for news and Marketplace Network are 12 noon each Wednesday. CALPEEK is printed and mailed each Thursday. Our FAX phone is (310)657-4340. CALPEEK does NOT make refunds on cancellations...

CALPEEK'S 1993 ELECTION CALENDAR

Editor's note: Here's a short election calendar to help you keep track of all the specials, runoffs and other elections...

- **Sept. 21** - San Diego Council elections...
- **Nov. 2** - Statewide Special Election: Props. 168 to 174; San Francisco City Attorney & Treasurer election; San Diego council runoffs; 4th S.D. & 27th A.D. special runoff elections; and 11th & 40th S.D. special primaries; and 64 muni elections around the State...
- **Dec. 28** - 11th S.D. & 40th S.D. special runoffs (if necessary)...